



Eastham Visitors Tourism and Promotion Services Board Via ZOOM Minutes of Meeting July 26, 2021

MEETING: called to order at 3:30 pm by chair Jim Russo via ZOOM. He introduced Lauren Barker who is replacing Jamie Demetri as the town administration's liaison to our committee. Welcome, Lauren. We're glad to have you.

PRESENT: Jim Russo, Chair, Kathy Bunnell, Faith Casarella, Bonnie Nuendel
Also in attendance: Lauren Barker, Eastham Economic Planner

MINUTES: The minutes from the May to 24, 2021 meeting were reviewed. Faith made a motion to accept as written which Kathy seconded. A vote to accept was unanimous.

SUMMER CONCERTS: All agreed they are going well to this point, and attendance has been good to excellent, starting with the very first one with Sarah Burrill. Some ideas for future performances were discussed including the Wampanoag singers/dancers, and some formation of the Cape Symphony that might suit our concert space. Bonnie noted that one concert goer suggested booking an African Dance performed by Tanya Murphy. The idea wasn't particularly well received by the committee for a variety of reasons. Bonnie will email Jung Ho Pak to see what develops from that suggestion.

MAP OF EASTHAM: Jim reports that nothing further will be done with it for a while due to this being a busy time of year for him. The map needs to be put into a form that Helena Lawrence can work with. Kathy volunteered to work on the map with Jim as she has some ideas she would like to share. They will discuss soon.

BUDGET ITEMS: No report. Bonnie had received a report from town treasurer Teena Tilton, but apparently it had not been emailed to this committee. Bonnie will include it with the minutes of today. The Fat Albert tree at the Information Booth has been paid for. Bonnie will produce a list of summer concert acts and fees paid.

HOLIDAY PLANS: No Report.

DECOR AND LIGHTING: Our tree has been received and planted on the Info Booth property by Misty Hill Landscaping. The drip hose and timer are yet to be installed. The estimate for maintaining. per year includes fertilizing and mulching and will cost \$135 annually. Misty Hill Landscaping's bill has been forwarded; Bonnie made a motion to pay the bill from VSB funds as previously discussed and Kathy seconded. The vote to pay was unanimous. Jim has met with Shawn Shea from Misty Hill Landscaping about replacing the dead Apple tree on the south side of the Windmill Green. Shawn has suggested a Japanese Stewartia. Reportedly it has attractive foliage with seasonal white flowers and peeling bark. He told Jim the tree would grow as high as 20 – 40 feet and an 8 – 10 foot plant would cost \$1,266.94 including the cost of installation. Discussion will continue at our next meeting; members are encouraged to look up info on this variety of tree. Steve Rice is to be contacted regarding the final price of the gazebo lighting and installation. Bonnie will duplicate the lighting of the Wellfleet town line "Welcome to Eastham" signage at the rotary end of town. Steve Rice will install at no cost. The VSB wishes to thank Steve.

BANNERS: Members reported that we had not yet looked at the catalog for ideas for new banners. Bonnie will contact Faith and DPW supervisor to choose a date to go to the DPW barn to look at what we have, photograph and count.

NEW BUSINESS: The committee decided as a whole against using a paid photographer to take pictures at the Windmill Green concerts. Kathy will continue to put out press releases for the shows. She's doing a great job and the concert attendance reflects that. Jim has spoken with TA Jacqui Beebe regarding the future presence of vendors such as crafters on the Green during shows. It was noted that placement of a booth or table should be located where concert goers don't usually congregate, such as behind the bandstand. Vendors would be under the control of the VSB. The DPW would need to be consulted if stakes are to be used, due to the presence of irrigation pipes. All this will be discussed further.

Jim raised the subject of evening campfires and whether the VSB might consider organizing and arranging in future. He mentioned Tom Ryan from the Eastham 400 Commemoration Committee (E400) is willing to consult re programs, etc. Jim is thinking of a one-hour program on First Encounter Beach weekly. Christine Mickle at the Recreation Department should be consulted as well. Someone would need to arrange for speakers/programs. Jim reports that ranger John Hanlon did this for a number of years with the NPS and the E400. Don Wilding was mentioned by Bonnie as a potential speaker. Jim also mentioned Stephanie Komich, REC Department employee, as someone else to be involved at some point, as well as the possibility of partnering with the Historical Society. Possible subjects could include storytelling by Nickersons and Higginses of family lore. The area of the beach where the bonfire would occur would need to be identified.

Regarding the Strategic Plan for Eastham, Lauren Barker is happy to see that the VSB's needs are factored in.

ADJOURNMENT: Bonnie motioned that the meeting be adjourned, seconded by Faith. The vote to adjourn was unanimous at 4:48 pm.

NEXT MEETING: VSB will convene on August 23, 2021, at 3:30 pm via ZOOM.

Respectfully submitted,
Bonnie Nuendel, sec'y